



Australian Womensport & Recreation Association

MEDIA RELEASE

4 August 2009

Making a difference to improve media coverage of women's sport

AWRA is delighted with the announcement by The Hon Tanya Plibersek MP, Minister for Housing and Minister for the Status of Women, that the association will be funded for \$100,000 (excluding GST) from the 2008-2009 Women's Leadership and Development Program Grants for "The Catalyst Project – Improving Sports Media Coverage for Women".

This project will enable AWRA to take media training workshops and networking events around Australia to deliver information and skills training covering print, electronic and new social media. The workshops will target sports administrators, athletes and coaches.

AWRA President Janice Crosswhite said: "There is a great need for this project as media coverage of women's sport has hardly changed since the 1990's. Despite the increased quality of the performances of women athletes, media coverage of women's sport is still extremely low. The figures are not good: television coverage is approximately 1% for women's sport. Print media coverage of women's sport is slightly better (ranging from 4-10% depending on the capital city) and radio is actually worse than television. It is disappointing that in the Australian print media there is still more coverage given to motor racing, horses and greyhounds than women's sport."

AWRA is looking forward to making a difference with this project:

- ✓ through the development of a media training package,
- ✓ by providing media workshops in each state and territory and
- ✓ upgrading AWRA's website to include a section dedicated to media training and communication skills.

AWRA will deliver the project in partnership with state organisations: Womensport Queensland, Womensport and Recreation NSW, ACTsport, Vicsport, Womensport Tasmania, SAsport and Womensport West.

For more information please contact Janice Crosswhite on 03 9719 7553 or Heather Reid on 0417 250 759.